Courtesy Reply Mail (CRM)

Overview   Courtesy reply mail (CRM) consists of preaddressed postcards or envelopes provided by the mailer to customers both to expedite their responses and to provide more accurate delivery. It differs from business reply mail (BRM) in that no fees are required and the respondent is responsible for applying the correct postage before mailing back the card or envelope. CRM can come back faster because it is prepared with the correct address and barcode to take advantage of automated USPS processing.

The USPS provides *free of charge* the FIM (facing identification mark) and the appropriate barcode to print on CRM pieces. The guidelines on the reverse will help optimize the use of this format.

Market research shows that providing barcoded envelopes makes good business sense:
- Barcoded reply envelopes can be processed (delivered) faster by the post office.
- Customers save the time required to find an envelope, look up an address, and then write or type the return address.
- Customers with correctly addressed return envelopes do not make addressing errors that can delay your returns.
- Customers and donors return payments and pledges significantly faster when supplied with a return envelope.
- Providers of return envelopes get remittance faster for optimum cash flow.
- Customers who are "thanked" by the back copy on the envelope flap are more likely to repeat the performance of mailing remittances or donations.
- Automated processing of properly prepared barcoded reply mail provides accurate sorting and eliminates mail delay.
- Customers have positive attitudes about creditors, marketers, and fundraisers who show thoughtfulness in providing reply envelopes.
- Providers of reply mail envelopes get orders faster, reducing inventories and their investment in them.
- Providers of reply envelopes receive and fulfill orders sooner, which improves customer relations.
- Providers using barcoded reply envelopes see faster initial response, giving them an earlier projection of future activity.
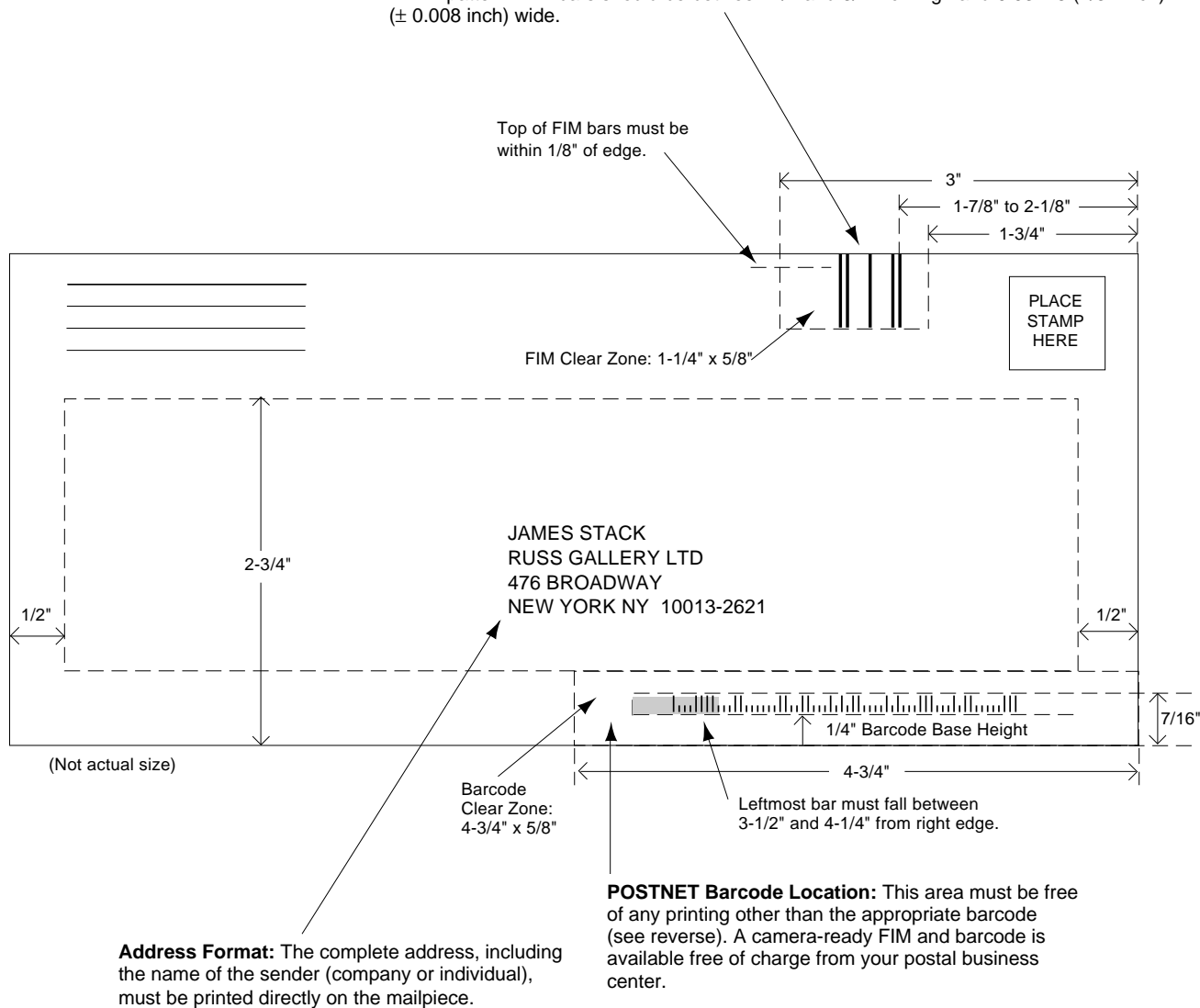
Barcodes
(C840)   Barcodes may be placed either in the address block or in the lower right barcode clear zone. The correct barcode could be a delivery point barcode; a ZIP+4 barcode, if the address is assigned an individual (unique) ZIP+4 code; or, in some cases, a 5-digit barcode if the address is assigned a firm (unique) 5-digit ZIP Code.

All letter-size reply cards and envelopes (business reply, courtesy reply, and metered reply mail) provided as enclosures in automation First-Class, automation Periodicals, and automation Standard Mail (A) must meet the standards in C810.8.

Courtesy Reply Mail Layout Guidelines

Facing Identification Mark (FIM): Use FIM A on all courtesy reply mail postcards and letter-size mailpieces with the appropriate POSTNET barcode. This permits computerized cancellation equipment to align, postmark, and direct the mailpiece properly.

FIM Location: A FIM clear zone must contain no printed matter other than the appropriate FIM A pattern. FIM bars should be between 1/2 and 3/4 inch high and 0.03125 (1/32 inch) (± 0.008 inch) wide.

Top of FIM bars must be within 1/8" of edge.

3"

1-7/8" to 2-1/8"

1-3/4"

PLACE STAMP HERE

FIM Clear Zone: 1-1/4" x 5/8"

2-3/4"

1/2"

JAMES STACK
RUSS GALLERY LTD
476 BROADWAY
NEW YORK NY 10013-2621

1/2"

7/16"

1/4" Barcode Base Height

(Not actual size)

4-3/4"

Barcode Clear Zone: 4-3/4" x 5/8"

Leftmost bar must fall between 3-1/2" and 4-1/4" from right edge.

POSTNET Barcode Location: This area must be free of any printing other than the appropriate barcode (see reverse). A camera-ready FIM and barcode is available free of charge from your postal business center.

Address Format: The complete address, including the name of the sender (company or individual), must be printed directly on the mailpiece.

Dimensions: Between 3-1/2 by 5 inches and 6-1/8 by 11-1/2 inches. To qualify for postcard rate, postcards must be between 3-1/2 by 5 inches and 4-1/4 by 6 inches. Larger postcard sizes are mailable; however, they are charged at the regular First-Class Mail letter rate. Postcard thickness must be between 0.007 and 0.016 inch.

If letter mail is more than 4-1/4 inches high or more than 6 inches long, it should be at least 0.009 inch thick.

A surcharge is assessed for nonstandard mailpieces.

Ink/Paper Colors and Type Styles: Not all colors of paper and/or ink and type styles are compatible with automated equipment. Contact your postal business center or postmaster for guidance.

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